

Drayage Truck Regulation Outreach Update



Board Hearing
February 28, 2008



California Environmental Protection Agency
Air Resources Board

Background

- Drayage Truck Regulation
 - Approved - December 7, 2007
- Update Board on Outreach Plan
 - February 2008
- Update Board on Implementation
 - First Quarter 2009

Previous Outreach Efforts

- Workshops
- Website
- Mailouts/Listserve
- Fact Sheets
- Meetings/Presentations/Conferences
- Press Releases
- Ombudsman Office
- Hotline Phone Number

Outreach Plan

- Continue existing outreach efforts
- Establish new working group
- Target outreach to specific stakeholders
- Work with ports and other stakeholders to address funding

Working Group

- Address outreach issues
- Coordinate implementation
- Provide a conduit for stakeholder concerns or recommendations
- Sponsor localized technology and funding informational events

Truck Owners/Motor Carriers

- Industry organizations and community groups
- Internet - email - local media
- Trade publications/labor groups
- Advertising materials (multiple languages)
- ARB enforcement activities

Ports/Rail Yards

- Develop outreach packet
- Visit every port and rail yard to discuss and coordinate outreach, implementation and enforcement activities

Shippers/Freight Forwarders

- Industry organizations
- Trade publications
- Personal meetings

Funding

- Work closely with ports and local districts
- Conduct targeted outreach
- Provide conduit to local resources
- Monitor progress

Summary

- Outreach key to successful implementation
- Use a variety of methods to conduct outreach
- Work with stakeholders on funding issues
- Monitor implementation and advise Board